

## ABSTRACT

A method of and a system for providing an identification of a piece of information to a person tuned to a broadcasting station which is broadcasting the piece of information. The person sends a first message to a centralized information identification location having a data base storing data for identifying pieces of information. The first message describes the piece of information and preferably also identifies a receiving location to which identification of the piece of information is to be sent. In response to the first message, the data base is interrogated to identify the piece of information, and a second message is sent to the identified receiving location, including identification of the piece of information. If desired, the first message can include an order for a copy of the musical piece and payment information, and the centralized music identification location can forward an order for the copy to an order shipping center.